

Plastics - Internal (Custom)

Fieldwork Dates: 27th February - 1st March 2019

Sample: 1,023 GB Adults

Total	Please imagine that your total weekly grocery shop came to £100. How much more would you be willing to pay if all of the packing used was eco-friendly and did not include any single-use plastics?						Do you ever feel guilty about the amount of plastic waste your household creates on weekly basis? Please rate yourself on the scale below where 1 means 'I don't feel guilty at all' and 5 means 'I feel very guilty'.		Age							Gross Household Income			Social Grade	
	Net: up to £2 more	Net: up to £4 more	Net: Up to £5 more	Net £5 - £10 more	£10 or more	I would not pay any more on top of my total shop	Net: Feel guilty	Net: Do not feel guilty	18-24	25-34	35-44	45-54	55+	Net: 18-34	Net: 35-54	NET: £24,999 and under	NET: £25,000 - £49,999	NET: £50,000 - £150,000 and over	Net: ABC1	Net: C2DE
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	Z	AA	AB	AC	AD

Please imagine that your total weekly grocery shop came to £100. How much more would you be willing to pay if all of the packing used was eco-friendly and did not include any single-use plastics?

Unweighted base	1023	400	528	701	254	26	186	471	227	89	151	190	184	408	240	374	260	290	173	594	429
Base	1023	394	526	695	252	27	189	469	229	114	158	183	179	391	271	361	251	283	175	583	440
50p [0.25]	11%	30%	22%	17%	-	-	-	11%	15%	7%	9%	12%	13%	13%	8%	12%	12%	11%	7%	11%	13%
			C.			**				*											
£1 [0.5]	14%	37%	27%	21%	-	-	-	10%	15%	10%	10%	13%	13%	18%	10%	13%	17%	12%	15%	14%	14%
			C.			**				*				J,N							
£1.50 [0.75]	3%	7%	5%	4%	-	-	-	3%	2%	5%	2%	2%	3%	3%	2%	4%	3%	3%	1%	2%	4%
			C.			**				*											
£2 [1]	10%	27%	20%	15%	-	-	-	10%	8%	4%	7%	8%	10%	14%	6%	9%	12%	10%	8%	10%	10%
			C.			**				*				L							
£2.50 [1.25]	7%	-	14%	10%	-	-	-	9%	4%	7%	6%	8%	7%	7%	7%	7%	7%	9%	6%	7%	8%
			A.			**		H		*											
£3 [1.5]	4%	-	8%	6%	-	-	-	5%	0%	9%	2%	5%	4%	3%	5%	5%	2%	4%	5%	4%	4%
			A.			**		H		J,M*					J						
£3.50 [1.75]	1%	-	2%	1%	-	-	-	1%	-	-	3%	0%	0%	1%	2%	0%	2%	1%	1%	1%	2%
			A,D			**				O											
£4 [2]	1%	-	2%	1%	-	-	-	1%	-	1%	1%	2%	1%	0%	1%	1%	1%	0%	2%	1%	1%
			A,D			**				*											
£4.50 [2.25]	0%	-	-	0%	-	-	-	-	1%	1%	-	1%	-	-	0%	0%	1%	-	-	-	1%
						**		G		*											
£5 [2.5]	16%	-	-	24%	66%	-	-	19%	8%	15%	15%	20%	18%	14%	15%	19%	13%	20%	23%	18%	14%
						**		H		*								Z	Z		
£5.50 [2.75]	1%	-	-	-	2%	-	-	1%	-	1%	1%	1%	1%	-	1%	1%	-	1%	1%	1%	0%
					C	**				M											
£6 [3]	1%	-	-	-	2%	-	-	1%	-	2%	1%	1%	-	0%	1%	0%	1%	-	-	1%	0%
					C	**				*											
£6.50 [3.25]	0%	-	-	-	1%	-	-	1%	-	1%	1%	-	-	-	1%	-	0%	0%	1%	0%	0%
					C	**				*	M,O										

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Fieldwork Dates: 27th February - 1st March 2019

Sample: 1,023 GB Adults

Total	Please imagine that your total weekly grocery shop came to £100. How much more would you be willing to pay if all of the packing used was eco-friendly and did not include any single-use plastics?						Do you ever feel guilty about the amount of plastic waste your household creates on weekly basis? Please rate yourself on the scale below where 1 means 1 don't feel guilty at all and 5 means 1 feel very guilty.		Age							Gross Household Income			Social Grade	
	Net: up to £2 more	Net: up to £4 more	Net: Up to £5 more	Net £5 - £10 more	£10 or more	I would not pay any more on top of my total shop	Net: Feel guilty	Net: Do not feel guilty	18-24	25-34	35-44	45-54	55+	Net: 18-34	Net: 35-54	NET: £24,999 and under	NET: £25,000 £49,999	NET: £50,000 £150,00 and over	Net: ABC1	Net: C2DE
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	Z	AA	AB	AC	AD
£7 [3.5]	0%	-	-	2%	-	-	1%	-	3%	-	-	-	0%	1%	-	2%	-	-	0%	1%
£7.50 [3.75]	1%	-	-	3%	-	-	1%	-	3%	1%	-	-	0%	2%	-	1%	-	3%	1%	1%
£8 [4]	0%	-	-	1%	-	-	1%	-	-	1%	1%	1%	0%	0%	1%	0%	0%	-	0%	0%
£8.50 [4.25]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£9 [4.5]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£9.50 [4.75]	0%	-	-	1%	-	-	1%	-	-	0%	-	1%	-	0%	-	0%	1%	-	0%	0%
£10 [5]	5%	-	-	21%	-	-	9%	1%	6%	8%	4%	4%	4%	6%	6%	3%	5%	5%	6%	4%
£10+ [5.5]	3%	-	-	-	100%	-	4%	1%	5%	6%	2%	2%	2%	6%	2%	2%	2%	3%	3%	2%
I would not pay any more on top of my total shop	18%	-	-	-	-	100%	11%	42%	18%	23%	15%	21%	17%	21%	18%	17%	17%	19%	18%	18%
Don't know	3%	-	-	-	-	-	1%	3%	2%	5%	3%	2%	2%	4%	2%	3%	1%	1%	2%	4%
Net: up to £2 more	38%	100%	75%	57%	-	-	33%	39%	26%	28%	35%	39%	48%	27%	37%	44%	37%	32%	37%	41%
Net: up to £4 more	51%	100%	100%	76%	-	-	50%	44%	43%	40%	49%	52%	59%	41%	50%	56%	52%	45%	49%	54%
Net: up to £5 more	68%	100%	100%	100%	66%	-	68%	53%	59%	55%	70%	70%	74%	57%	70%	70%	72%	68%	67%	69%
Net: £5 - £10 more	25%	-	-	24%	100%	-	34%	9%	31%	26%	31%	31%	23%	28%	27%	21%	27%	32%	27%	21%
Mean	1.69	0.58	0.79	1.20	3.16	5.50	2.06	1.11	2.11	2.10	1.83	1.55	1.42	2.10	1.69	1.50	1.68	1.87	1.79	1.56

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Total	Please imagine that your total weekly grocery shop came to £100. How much more would you be willing to pay if all of the packing used was eco-friendly and did not include any single-use plastics?						Do you ever feel guilty about the amount of plastic waste your household creates on weekly basis? Please rate yourself on the scale below where 1 means 'I don't feel guilty at all' and 5 means 'I feel very guilty'.		Age							Gross Household Income			Social Grade	
	Net: up to £2 more	Net: up to £4 more	Net: Up to £5 more	Net £5 - £10 more	£10 or more	I would not pay any more on top of my total shop	Net: Feel guilty	Net: Do not feel guilty	18-24	25-34	35-44	45-54	55+	Net: 18-34	Net: 35-54	NET: £24,999 and under	NET: £25,000 - £49,999	NET: £50,000 - £150,000 and over	Net: ABC1	Net: C2DE
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	Z	AA	AB	AC	AD

We would now like you to think about a 'bottle deposit scheme'. This is where consumers pay an up-front deposit when they buy a bottle of drink from a store. Similar schemes already operate in countries such as Denmark, Sweden and Germany. This deposit ranges from 5p in Sweden to 23p in Germany, which is redeemed on return of the empty drink container. This is often done through a network of 'reverse vending machines', where you insert your plastic or glass bottle and the machine returns your money. If a bottle deposit scheme was introduced in the UK, similar to the one described above, and you had easy access to an 'empty drink container' how likely would you be to use this?

Unweighted base	1023	400	526	701	254	26	186	471	227	89	151	190	184	409	240	374	260	290	173	594	429
Base	1023	394	526	695	252	27	189	469	229	114	158	183	179	391	271	361	251	283	175	583	440
Very unlikely	7%	7%	6%	6%	6%	5%	11%	5%	12%	4%	7%	8%	7%	7%	6%	6%	6%	8%	3%	6%	8%
Unlikely	3%	3%	2%	2%	1%	7%	6%	1%	7%	3%	5%	2%	4%	1%	4%	3%	2%	2%	4%	3%	2%
Neither likely nor unlikely	9%	11%	9%	8%	4%	9%	14%	5%	14%	9%	10%	11%	11%	6%	9%	11%	12%	9%	5%	8%	9%
Likely	22%	24%	24%	21%	14%	13%	27%	19%	22%	19%	20%	23%	19%	24%	20%	21%	18%	19%	25%	23%	20%
Very likely	58%	54%	57%	61%	73%	66%	39%	69%	43%	62%	55%	52%	56%	61%	58%	54%	58%	62%	61%	58%	58%
Don't know	2%	2%	2%	2%	1%	-	4%	1%	2%	3%	3%	4%	2%	1%	3%	3%	2%	1%	2%	1%	3%
Net: Likely	80%	78%	81%	82%	87%	79%	66%	88%	65%	82%	74%	76%	75%	85%	77%	75%	77%	80%	86%	81%	78%
Net: Unlikely	10%	9%	8%	8%	7%	12%	17%	6%	19%	7%	13%	9%	11%	8%	10%	10%	9%	11%	7%	10%	10%

Currently, the law requires large shops (retailers who have 250 or more employees) in England to charge 5p for all single-use plastic carrier bags. Would you support the extension of this ban to include all retailers (i.e. those with less than 250 employees)? Please use the scale below where 1 means 'I strongly oppose' and 5 means 'I strongly support it'.

Unweighted base	1023	400	526	701	254	26	186	471	227	89	151	190	184	409	240	374	260	290	173	594	429
Base	1023	394	526	695	252	27	189	469	229	114	158	183	179	391	271	361	251	283	175	583	440
Strongly oppose	7%	7%	6%	5%	2%	7%	16%	2%	16%	7%	5%	10%	6%	7%	6%	8%	8%	5%	8%	7%	7%
Somewhat oppose	9%	11%	10%	9%	7%	9%	11%	4%	15%	8%	8%	11%	9%	10%	8%	10%	9%	10%	8%	9%	10%
Neither oppose nor support	11%	12%	12%	11%	7%	10%	14%	6%	15%	15%	16%	12%	10%	7%	16%	11%	13%	10%	7%	9%	14%
Somewhat support	23%	25%	25%	24%	17%	23%	21%	22%	17%	26%	25%	20%	20%	24%	25%	20%	23%	21%	23%	24%	20%
Strongly support	48%	43%	44%	49%	66%	48%	37%	64%	35%	39%	42%	43%	54%	52%	41%	48%	43%	54%	52%	50%	45%
Don't know	2%	2%	2%	2%	1%	4%	2%	1%	3%	5%	3%	5%	2%	1%	4%	3%	4%	1%	1%	1%	4%
Net: Oppose	16%	18%	16%	14%	9%	16%	27%	6%	31%	15%	13%	20%	15%	16%	14%	18%	17%	15%	16%	16%	17%
Net: Support	71%	68%	70%	73%	83%	71%	58%	87%	52%	65%	67%	63%	74%	75%	66%	68%	66%	74%	75%	74%	66%

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Total	Please imagine that your total weekly grocery shop came to £100. How much more would you be willing to pay if all of the packing used was eco-friendly and did not include any single-use plastics?						Do you ever feel guilty about the amount of plastic waste your household creates on weekly basis? Please rate yourself on the scale below where 1 means 'I don't feel guilty at all' and 5 means 'I feel very guilty'.		Age							Gross Household Income			Social Grade	
	Net: up to £2 more	Net: up to £4 more	Net: Up to £5 more	Net £5 - £10 more	£10 or more	I would not pay any more on top of my total shop	Net: Feel guilty	Net: Do not feel guilty	18-24	25-34	35-44	45-54	55+	Net: 18-34	Net: 35-54	NET: £24,999 and under	NET: £25,000 - £49,999	NET: £50,000 - £150,000 and over	Net: ABC1	Net: C2DE
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	Z	AA	AB	AC	AD

Do you ever feel guilty about the amount of plastic waste your household creates on weekly basis? Please rate yourself on the scale below where 1 means 'I don't feel guilty at all' and 5 means 'I feel very guilty'.

Unweighted base	1023	400	528	701	254	26	186	471	227	89	151	190	184	409	240	374	260	290	173	594	429
Base	1023	394	526	695	252	27	189	469	229	114	158	183	179	391	271	361	251	283	175	583	440
1 - I do not feel guilty at all	11%	12%	9%	8%	2%	3%	31%	-	50%	5%	11%	10%	14%	12%	8%	12%	15%	11%	9%	9%	14%
		B.		D		**			G	*	N		I	I							AC
2	11%	11%	10%	10%	6%	8%	19%	-	50%	13%	9%	12%	13%	10%	11%	12%	10%	12%	13%	12%	11%
			D			**			G	*											
3	30%	36%	35%	35%	27%	17%	20%	-	-	26%	33%	30%	29%	30%	30%	30%	32%	30%	26%	29%	32%
				D		**				*											
4	25%	23%	26%	26%	33%	20%	17%	55%	-	28%	23%	25%	26%	25%	25%	21%	27%	32%	28%	22%	22%
						**		H		*								Z		AD	
5 - I feel very guilty	21%	17%	19%	20%	31%	52%	10%	45%	-	24%	21%	21%	18%	21%	22%	19%	22%	20%	20%	21%	19%
		F	F			**		H													
Don't know	2%	2%	2%	2%	1%	-	2%	-	-	4%	3%	2%	-	1%	4%	1%	2%	1%	1%	1%	3%
						**				L*	L	L									AC
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
						**															
Net: Feel guilty	46%	40%	44%	46%	64%	72%	27%	100%	-	51%	44%	46%	43%	46%	47%	45%	42%	47%	52%	49%	41%
		F				**		H		*										AD	
Net: Do not feel guilty	22%	23%	19%	17%	8%	11%	50%	-	100%	18%	20%	21%	27%	23%	19%	24%	24%	22%	22%	21%	24%
		B.		D		**				G											

And how would you describe your current purchasing habits in relation to single-use plastic? Please select one only.

Unweighted base	1023	400	528	701	254	26	186	471	227	89	151	190	184	409	240	374	260	290	173	594	429
Base	1023	394	526	695	252	27	189	469	229	114	158	183	179	391	271	361	251	283	175	583	440
I am actively reducing the amount of plastic I purchase/use	28%	27%	27%	28%	33%	40%	23%	36%	24%	19%	18%	24%	34%	34%	18%	29%	35%	25%	26%	27%	29%
				F		**		H		*			L	L.J.K.N		J.K.N	AA.AB				
I am making small changes where I can to try to reduce the amount of plastic I am purchase/use	54%	56%	57%	58%	58%	32%	43%	55%	38%	57%	62%	53%	49%	52%	60%	51%	44%	58%	59%	56%	51%
		F	F	F	F	**		H		*							Z	Z			
I am not making any changes to reduce the amount of plastic I purchase/use	15%	14%	13%	11%	8%	26%	30%	8%	34%	17%	16%	17%	15%	12%	17%	16%	16%	15%	14%	14%	16%
			D	D		**		G		*											
Don't know	3%	4%	3%	3%	2%	3%	4%	1%	3%	7%	3%	5%	2%	2%	5%	3%	4%	1%	2%	2%	5%
		C				**									L	AA					AC

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Sample: 1,023 GB Adults

Total	Please imagine that your total weekly grocery shop came to £100. How much more would you be willing to pay if all of the packing used was eco-friendly and did not include any single-use plastics?						Do you ever feel guilty about the amount of plastic waste your household creates on weekly basis? Please rate yourself on the scale below where 1 means 1 don't feel guilty at all and 5 means 1 feel very guilty.		Age					Gross Household Income			Social Grade			
	Net: up to £2 more	Net: up to £4 more	Net: Up to £5 more	Net £5 - £10 more	£10 or more	I would not pay any more on top of my total shop	Net: Feel guilty	Net: Do not feel guilty	18-24	25-34	35-44	45-54	55+	Net: 18-34	Net: 35-54	NET: £24,999 and under	NET: £25,000 - £49,999	NET: £50,000 - £150,000 and over	Net: ABC1	Net: C2DE
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	Z	AA	AB	AC	AD

You mentioned that you are actively trying to reduce the amount of plastic you purchase or use. Which, if any, of the following types of product are you trying to reduce your plastic usage?

	Unweighted base	Base	Personal care (e.g. Hair care, oral care, health care etc.)	Cosmetics and skin care (e.g. make-up or moisturisers etc.)	Household/ cleaning products	Homeware	Fresh fruit and vegetables	Other	Don't know												
	840	331	446	605	232	20	120	431	143	67	123	147	153	350	190	300	207	242	147	496	344
	836	325	443	596	228	19	124	427	144	86	127	141	148	334	213	290	200	237	148	496	350
	27%	22%	24%	27%	36%	55%	18%	33%	21%	31%	25%	24%	27%	28%	28%	26%	30%	26%	27%	27%	27%
			A	--				H		*											
	18%	15%	16%	16%	22%	35%	12%	22%	13%	22%	16%	23%	14%	17%	19%	18%	20%	16%	17%	17%	18%
								H		*											
	36%	33%	35%	36%	41%	55%	24%	42%	31%	26%	34%	36%	31%	42%	30%	33%	43%	31%	32%	36%	37%
			F	F	F	--		H		*				L.N.O			AA				
	32%	29%	29%	32%	39%	35%	28%	36%	26%	28%	33%	35%	27%	34%	31%	31%	34%	34%	28%	33%	31%
								H		*											
	81%	80%	80%	81%	87%	78%	75%	85%	74%	57%	71%	81%	85%	89%	65%	83%	84%	82%	87%	83%	78%
								H		*											
	8%	7%	6%	7%	11%	11%	10%	8%	13%	12%	8%	7%	7%	10%	7%	7%	5%	9%	9%	8%	8%
										*											
	4%	4%	3%	3%	2%	6%	8%	2%	9%	9%	10%	2%	4%	2%	9%	3%	4%	4%	1%	4%	4%
								B.		*											

Please imagine that when grocery shopping you have a choice of two types of packaging for each product you buy. One form of packaging is eco-friendly, and would be a slightly higher price. The other form of packaging is the standard non eco-friendly product packaging priced as normal for the product you're buying. Which of the following statements fits closest to you?

	Unweighted base	Base	I would choose the cheaper non eco-friendly packaging	I would choose the slightly more expensive eco-friendly option	Don't know																
	1023	400	528	701	254	26	186	471	227	89	151	190	184	409	240	374	260	290	173	594	429
	1023	394	528	695	252	27	189	469	229	114	153	183	179	391	271	361	251	283	175	583	440
	33%	34%	30%	26%	16%	14%	69%	18%	58%	33%	40%	38%	37%	26%	37%	37%	37%	30%	29%	30%	37%
			B.	D				G		*	M	M	M		M	M				AC	AC
	50%	45%	50%	56%	75%	79%	12%	66%	26%	46%	41%	46%	46%	56%	43%	47%	45%	53%	54%	52%	46%
			F	--				H		*										AD	AD
	18%	21%	20%	18%	9%	7%	19%	16%	15%	22%	19%	16%	15%	18%	20%	16%	18%	17%	17%	18%	17%
								D		*											

Plastics - Internal (Custom)

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Sample: 1,023 GB Adults

Total	Please imagine that your total weekly grocery shop came to £100. How much more would you be willing to pay if all of the packing used was eco-friendly and did not include any single-use plastics?						Do you ever feel guilty about the amount of plastic waste your household creates on weekly basis? Please rate yourself on the scale below where 1 means 'I don't feel guilty at all' and 5 means 'I feel very guilty'.		Age							Gross Household Income			Social Grade	
	Net: up to £2 more	Net: up to £4 more	Net: Up to £5 more	Net £5 - £10 more	£10 or more	I would not pay any more on top of my total shop	Net: Feel guilty	Net: Do not feel guilty	18-24	25-34	35-44	45-54	55+	Net: 18-34	Net: 35-54	NET: £24,999 and under	NET: £25,000 - £49,999	NET: £50,000 - £150,000 and over	Net: ABC1	Net: C2DE
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	Z	AA	AB	AC	AD

Using the below scale, where 1 means 'Strongly disagree' and 5 means 'Strongly agree', do you agree or disagree that all companies should be required by law to produce eco-friendly packaging, even if it means prices going up?

Unweighted base	1023	400	526	701	254	26	186	471	227	89	151	190	164	409	240	374	260	290	173	594	429
Base	1023	394	526	695	252	27	189	469	229	114	158	183	179	391	271	361	251	283	175	583	440
Strongly disagree	5%	4%	3%	2%	1%	--	17%	1%	13%	4%	5%	7%	4%	5%	5%	5%	5%	3%	4%	5%	5%
Somewhat disagree	9%	10%	8%	7%	4%	4%	17%	3%	15%	7%	8%	11%	11%	7%	7%	11%	8%	9%	10%	8%	9%
Neither agree nor disagree	14%	14%	13%	12%	7%	16%	25%	8%	20%	14%	16%	18%	13%	11%	15%	16%	17%	12%	10%	11%	18%
Somewhat agree	34%	39%	40%	39%	32%	16%	22%	36%	28%	36%	36%	34%	32%	34%	36%	33%	34%	32%	41%	36%	31%
Strongly agree	35%	31%	33%	37%	54%	60%	14%	50%	20%	30%	29%	28%	37%	42%	29%	33%	32%	41%	34%	37%	32%
Don't know	3%	3%	3%	3%	2%	3%	5%	2%	3%	9%	6%	2%	4%	2%	7%	3%	4%	2%	1%	3%	4%
Net: Agree	69%	69%	72%	76%	86%	75%	36%	86%	49%	66%	65%	62%	69%	75%	65%	66%	65%	74%	76%	74%	64%
Net: Disagree	14%	13%	11%	10%	5%	4%	34%	4%	29%	11%	13%	18%	15%	12%	12%	16%	14%	12%	13%	13%	14%